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2. To work for truth and honesty in all departments of his paper.

3. To publish in an impartial way, free from personal opinion, the news of the industry in which the paper circulates.

4. To disregard advertising considerations in the editorial conduct of his paper.

5. To be a leader of thought in his editorial columns and to make his criticisms constructive, with the object of bringing his

industry to higher levels of thought and practice and to a greater measure of public service.

6. To support in his columns such worthy measures of public interest as their importance justifies and the space available permits.

7. To give proper credit for articles taken from other publications, and to avoid unfair practices in competition with them.

## Standards of Practice of the British Association of Trade and Technical Journals<sup>1</sup>

Every trade or technical journal should be a live newspaper, vigorously promoting the business interests of its readers and its advertisers.

Every business paper must justify its existence by the quality of its news and technical service.

Frankness and independence should dominate our editorial pages; all articles, or reviews or contributions which are not strictly justified by their interest and value to readers, and all paid and conditional notices, should be rigidly excluded.

All circulation statements should be honest, and quality of circulation and editorial character should be the leading criteria of value.

<sup>1</sup> Reprinted from *Printers' Ink*, May 30, 1918.

Honesty should dominate our advertising pages; in justice to readers and fair trading advertisers, all announcements of a doubtful or misleading character should be excluded.

Advertising space should be bought and sold on precisely the same basis as other commodities, *i.e.* on value for money.

Coöperation is desirable with all interests which are concerned with the extension of business publicity, and with improving its power and efficiency.

By pledging ourselves to these principles we are adopting a standard which is good, which is dignified, which is lasting. We are giving to our public the best possible assurance of honest and effective service.

## The Code of Ethics for Accountants

Adopted by the American Institute of Accountants in 1916

1. A firm or partnership, all the individual members of which are members of the Institute (or in part members and in part associates, provided all the members of the firm are either members or associates), may describe itself as "Members of the American Institute of Accountants," but a firm or partnership, all the individual members of which are not members of the Institute (or in part members and in part associates), or an individual practising under a style denoting a partnership when in fact there be no partner or partners, or a corporation or an individual or individuals

practising under a style denoting a corporate organization, shall not use the designation, "Members (or Associates) of the American Institute of Accountants."

2. The preparation and certification of exhibits, statements, schedules or other forms of accountancy work, containing an essential misstatement of fact or omission therefrom of such a fact as would amount to an essential misstatement, or a failure to put prospective investors on notice in respect of an essential or material fact not specifically shown in the balance-sheet itself, shall be *ipso facto* cause for expulsion

or for such other discipline as the Council may impose upon proper presentation of proof that such misstatement was either wilful or the result of such gross negligence as to be inexcusable.

3. No member shall allow any person to practise in his name as a public accountant who is not member of the Institute or in partnership with him or in his employ on a salary.

4. No member shall directly or indirectly allow or agree to allow a commission, brokerage or other participation by the laity in the fees or profits of his professional work; nor shall he accept directly or indirectly from the laity any commission, brokerage or other participation for professional or commercial business turned over to others as an incident of his service to clients.

5. No member shall engage in any business or occupation conjointly with that of a public accountant, which in the opinion of the Executive Committee or of the Council is incompatible or inconsistent therewith.

6. No member shall certify to any accounts, exhibits, statements, schedules or other forms of accountancy work which have not been verified entirely under the supervision of himself, a member of his firm, one of his staff, a member of this institute or a member of a similar association of good standing in foreign countries which has been approved by the Council.

7. No member shall take part in any effort to secure the enactment or amendment of any state or federal law or of any regulation of any governmental or civic body, affecting the practice of the profession, without giving immediate notice thereof to the Secretary of the Institute, who in turn shall at once advise the Executive Committee or the Council.

8. No member shall directly or indirectly solicit the clients or encroach upon the business of another member, but it is the right of any member to give proper service and advice to those asking such service or advice.

9. For a period not exceeding two years after notice by the Committee on Ethical Publicity no member or associate shall be permitted to distribute circulars or other instruments of publicity without the consent and approval of said committee.

10. No member shall directly or indirectly offer employment to an employe of a fellow member without first informing said fellow member of his intent. This rule shall not be construed so as to inhibit negotiations with anyone who of his own initiative or in response to public advertisement shall apply to a member for employment.

11. No member shall render professional service, the anticipated fee for which shall be contingent upon his findings and results thereof.

## Canons of Commercial Ethics

Adopted by the National Association of Credit Men

*Canon No. 1.*—It is improper for a business man to participate with a lawyer in the doing of an act that would be improper and unprofessional for the lawyer to do.

*Canon No. 2.*—It undermines the integrity of business for business men to support lawyers who indulge in unprofessional practices. The lawyer who will do wrong things for ONE business man injures ALL business men. He not only injures his profession, but he is a menace to the business community.

*Canon No. 3.*—To punish and expose

the guilty is one thing; to help the unfortunate but innocent debtor to rise is another; but both duties are equally important, for both duties make for a higher moral standard of action on the part of business men.

*Canon No. 4.*—In times of trouble, the unfortunate business man has the right to appeal to his fellow business men for advice and assistance. Selfish interests must be subordinated in such a case, and all must coöperate to help. If the debtor's assets are to be administered, all creditors must join in coöperating. To fail in such